

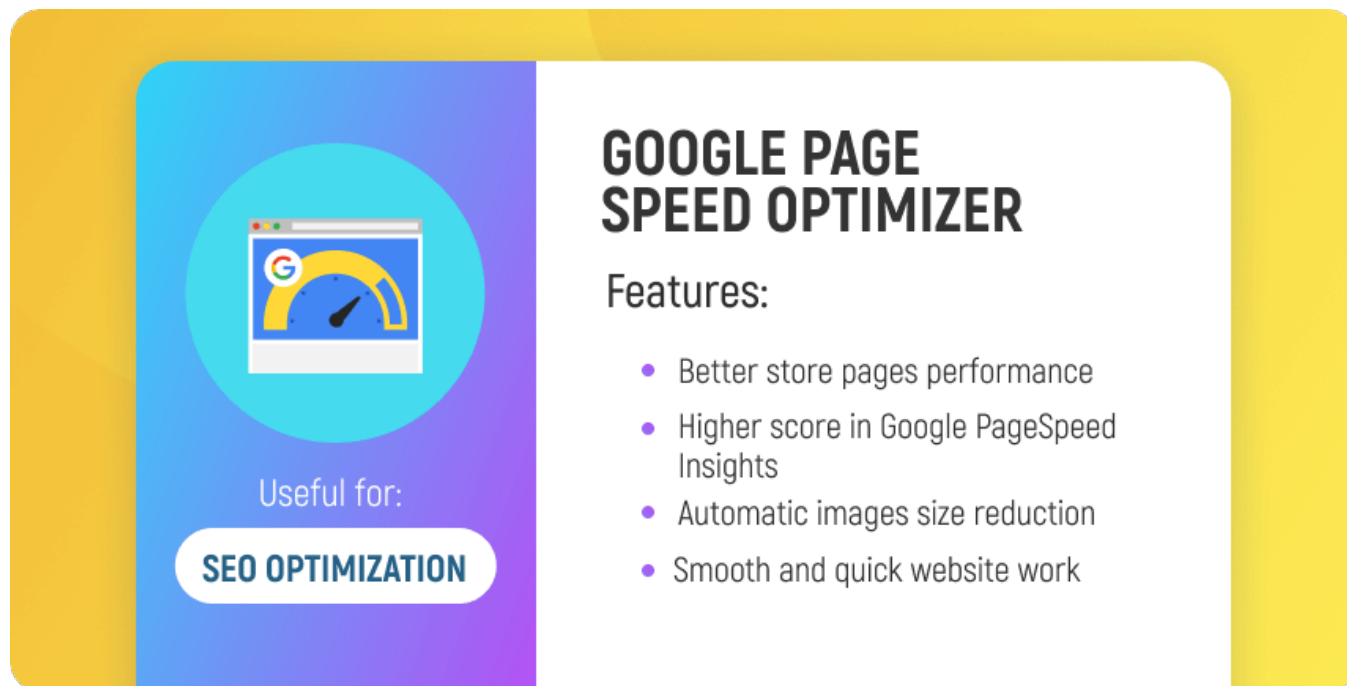
New Extensions: Magento 2 Google Page Speed Optimizer

[Elizaveta Barkalina](#) Jan 11, 2019



We are happy to present you our new Magento 2 extension – [Google Page Speed Optimizer](#).

Auto-optimize images with no harm to quality. Set up a smart layout. Enable image loading when needed. Cut the surpluses: clean up your code and reduce the number of database queries. Improve your score in Google PageSpeed Insights.



GOOGLE PAGE SPEED OPTIMIZER

Features:

- Better store pages performance
- Higher score in Google PageSpeed Insights
- Automatic images size reduction
- Smooth and quick website work

Online retailers often come to a painful dilemma: what to choose, a beautiful but heavy UI or swift store performance? While about 80% of users abandon a long-loading e-store forever, [94%](#) of them don't give another chance to a poorly designed website.

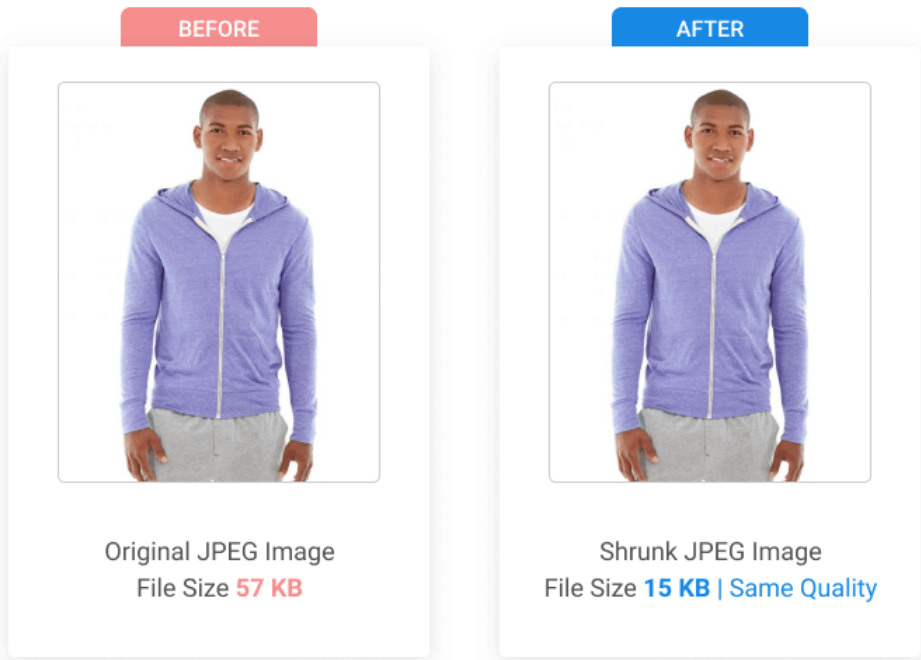
Our new Magento 2 Google Page Speed Optimizer helps you improve your store performance with no damage to a catchy design. With this module, you will deliver high-quality images that weigh less, easily place JS where it suits most, optimize query processing and prevent order loss.

MAGENTO 2 GOOGLE PAGE SPEED OPTIMIZER FEATURES:

- **Compress bulky JPEG, PNG and GIF images** automatically and preserve their quality for good UX;
- **Switch to lazy image loading:** make images load only when users scroll to them;
- **Reduce code size by 10-20%** applying HTML, CSS and JS minification. This way you will make web pages lighter while saving the valuable UI elements;
- **Pull JS to the footer** and load key content first;

- **Optimize database queries:** shorten them, reduce their number and processing time;
- **Display content updates without delays:** prevent customers from seeing old web page versions loaded from cache;
- **Ensure fast store performance with no order lost.** Store order data in a temporary location and move it to the Order Management grid;
- **Score higher in Google PageSpeed Insights** with no damage to UI and UX.

Compress images without quality loss



The image shows a side-by-side comparison of a man in a purple hoodie. The left side is labeled 'BEFORE' and shows the original image with a file size of 57 KB. The right side is labeled 'AFTER' and shows the same image compressed to 15 KB, with a note that the quality is the same. The background features a blue gradient and a scale on the left.

Image State	File Size	Quality
Original JPEG Image	57 KB	Same
Shrunk JPEG Image	15 KB	Same